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STRATEGIC PLANNING  
FOR DOWNTOWN  
RALEIGH'S FUTURE  
DEVELOPMENT

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**DOWNTOWN VISION  
MEETING**

April 2, 2014

# THE RALEIGH DOWNTOWN PLAN

# AGENDA

## 1. Welcome & Introduction

- Mitchell Silver, AICP, Chief Planning & Development Officer & Planning Director
- David Diaz, President + CEO, DRA
- Project Timeline

## 2. VISION: Downtown's Identity

- Presentation & Discussion

## 3. PLACE: Connections & Opportunities

- Presentation & Discussion

## 4. EXPERIENCE: New Ideas for Downtown

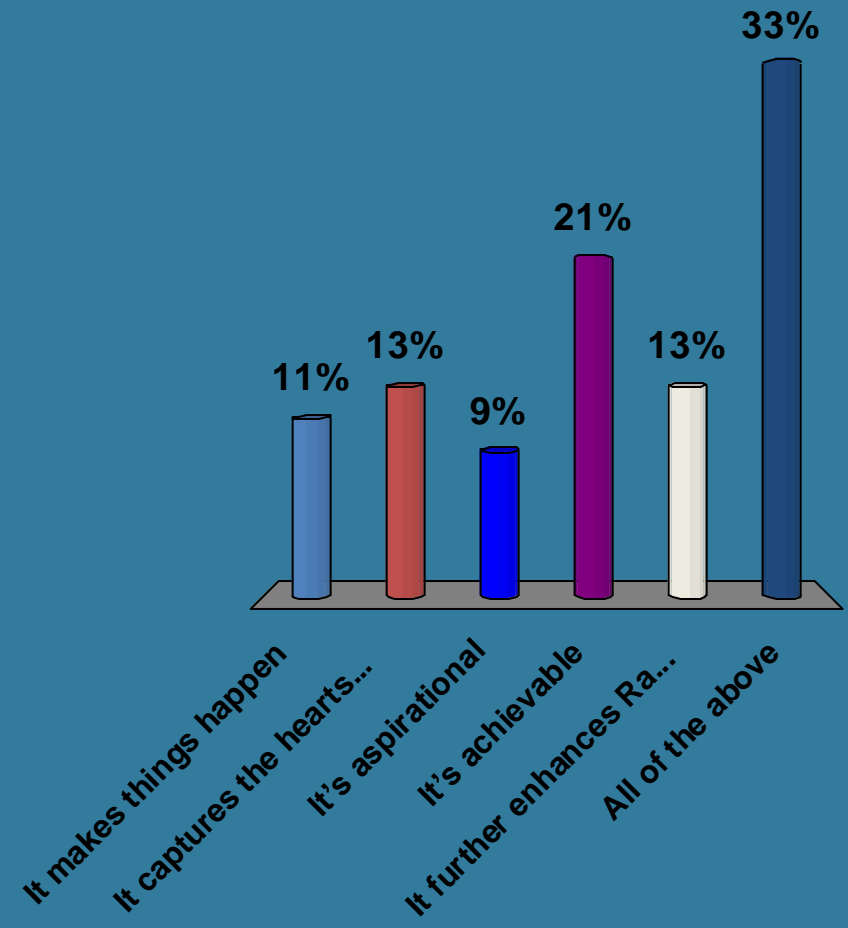
- Presentation & Discussion

## 5. Summary and Conclusion

- Recap & Open Review

# WHAT 2 THINGS WILL MAKE A SUCCESSFUL DOWNTOWN PLAN?

- A. It makes things happen
- B. It captures the hearts and minds of Raleigh's citizens
- C. It's aspirational
- D. It's achievable
- E. It further enhances Raleigh's national reputation/stature
- F. All of the above



# **VISION** DOWNTOWN'S IDENTITY

## EARLY YEARS

## SLOW GROWTH

## TOWN TO CITY... & BEYOND

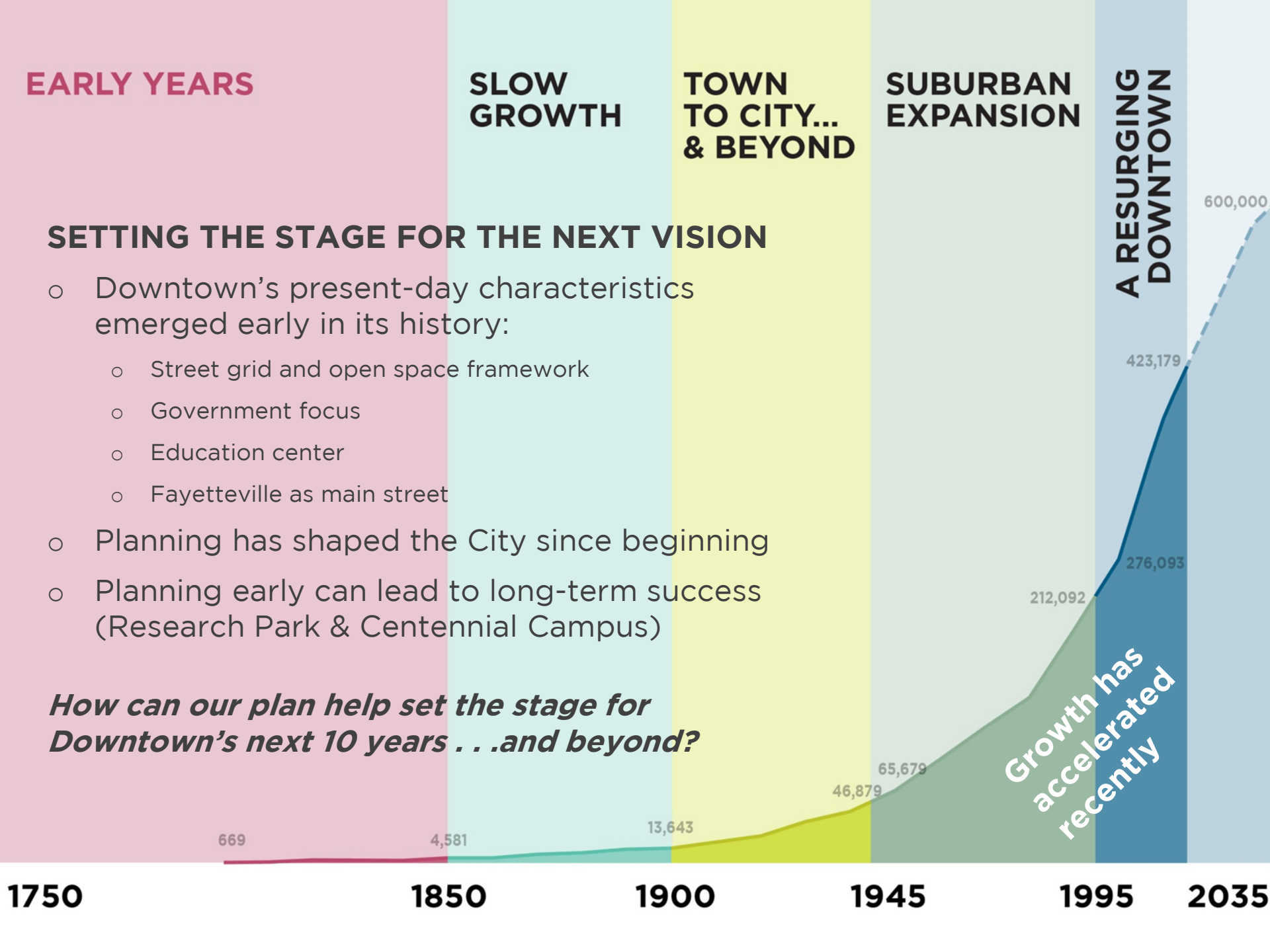
## SUBURBAN EXPANSION

## A RESURGING DOWNTOWN

### SETTING THE STAGE FOR THE NEXT VISION

- Downtown's present-day characteristics emerged early in its history:
  - Street grid and open space framework
  - Government focus
  - Education center
  - Fayetteville as main street
- Planning has shaped the City since beginning
- Planning early can lead to long-term success (Research Park & Centennial Campus)

***How can our plan help set the stage for  
Downtown's next 10 years . . .and beyond?***





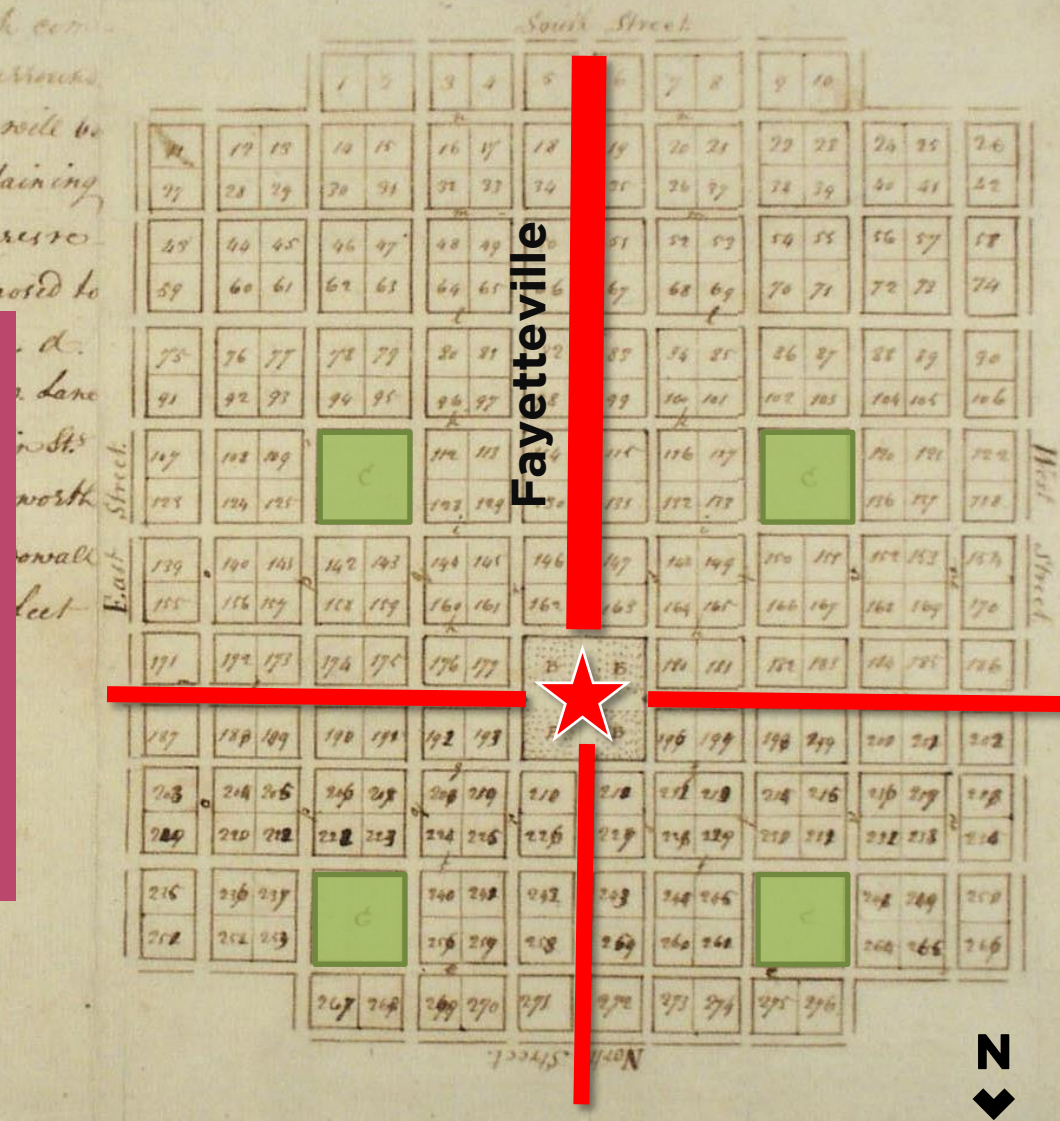
## Early Years: mid 1700s – mid 1800s



A Union Square, a beautiful eminence which commands a view of the town, and a fine prospect of the surrounding country. in the centre of this Square the State house will be placed. B. Four Groves of young oaks and Hickory containing in each, neatly trimmed & grubbed. C. four open squares reserved for publick purposes. that in the N.E. corner is supposed to

### Slow early growth Christmas Plan (1792)

- Capitol in central location
- 4 streets radiating outwards
- Fayetteville as “high street”
- 4 public squares

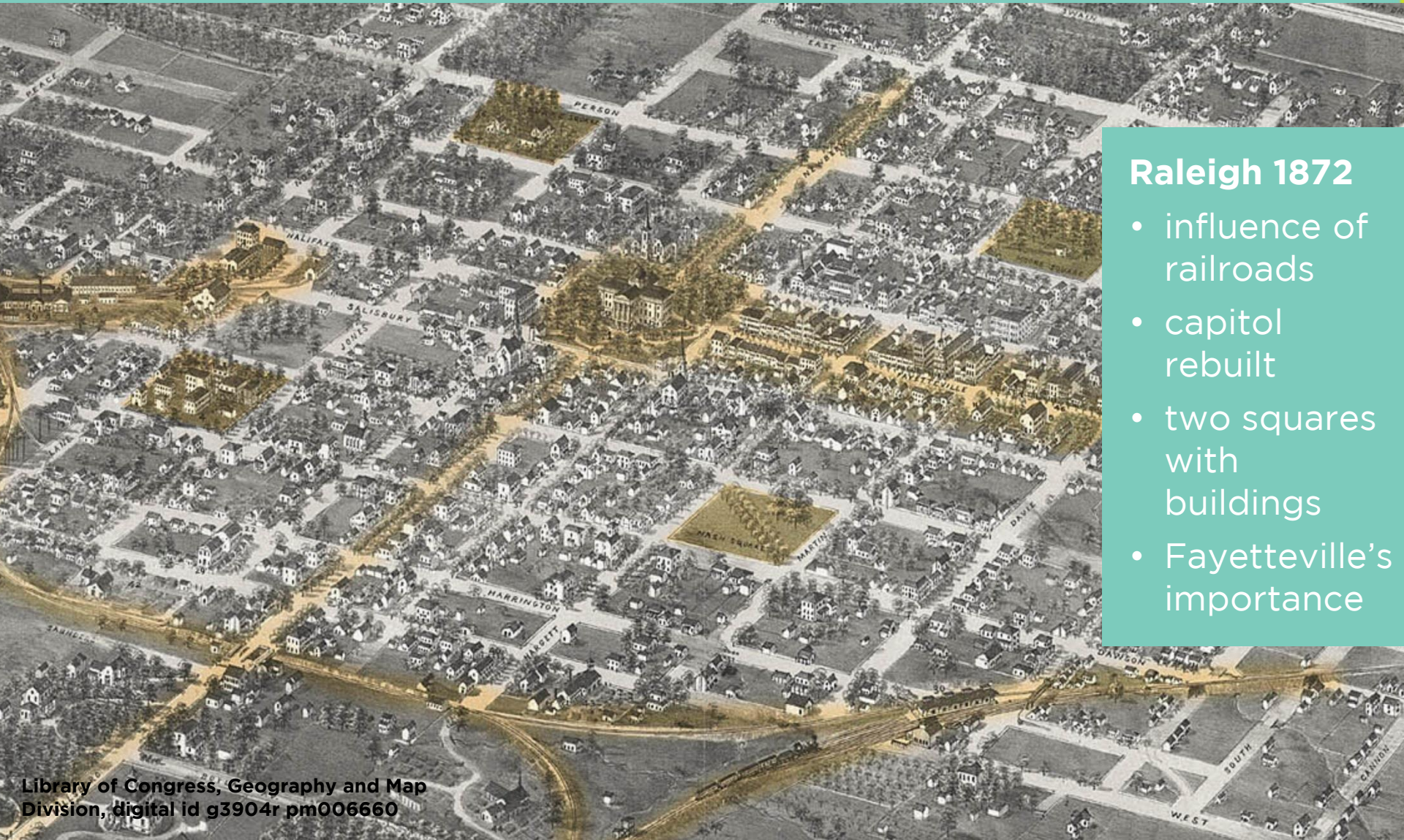


the line on the west runs to near the E. House as the line in lanes strong lower.

The City contains 400 Acres and each lot is 100 ft. the west side is cleared.



## Slow Growth: 1850s – 1900



### Raleigh 1872

- influence of railroads
- capitol rebuilt
- two squares with buildings
- Fayetteville's importance

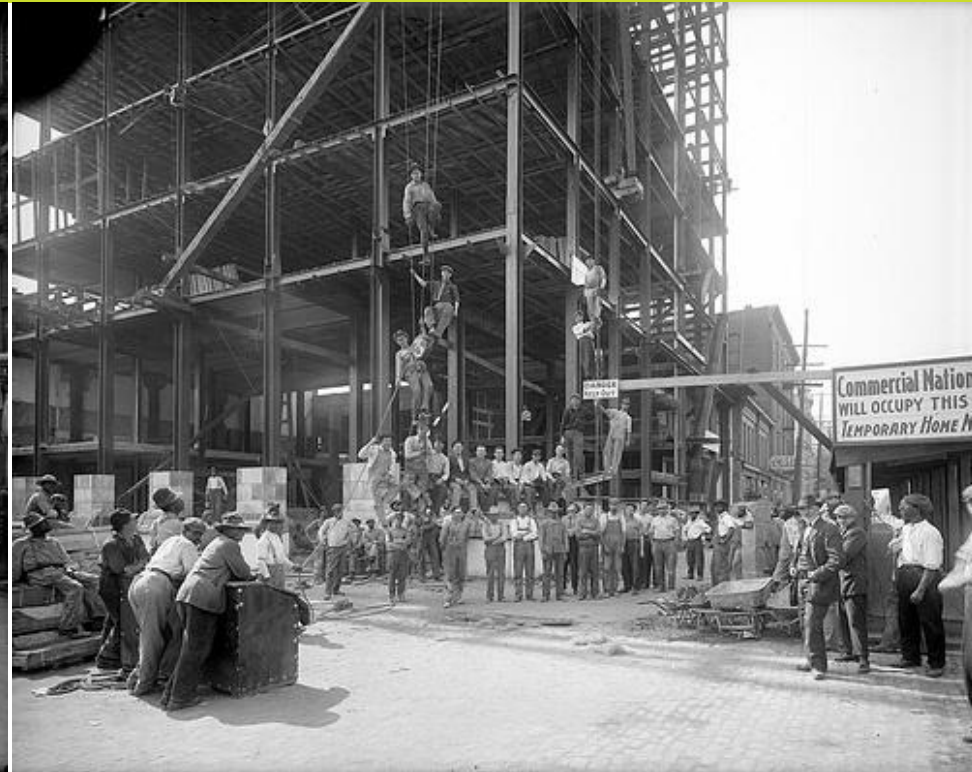


## Town to City . . . & Beyond: 1900 - 1945



Albert Barden Collection, North Carolina State Archives

- Construction boom in early 1900s
- First City Plan (1913)
- Raleigh emerges as retail center

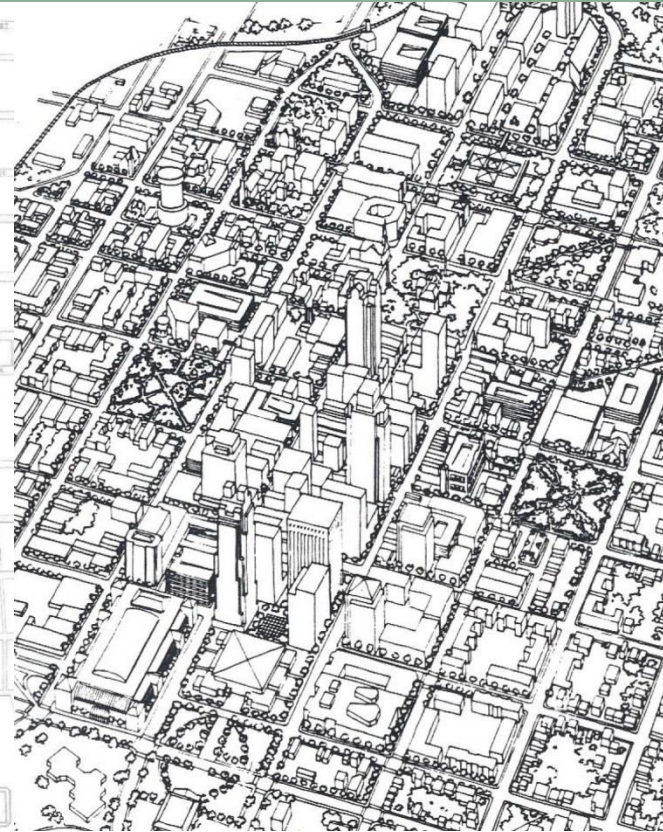
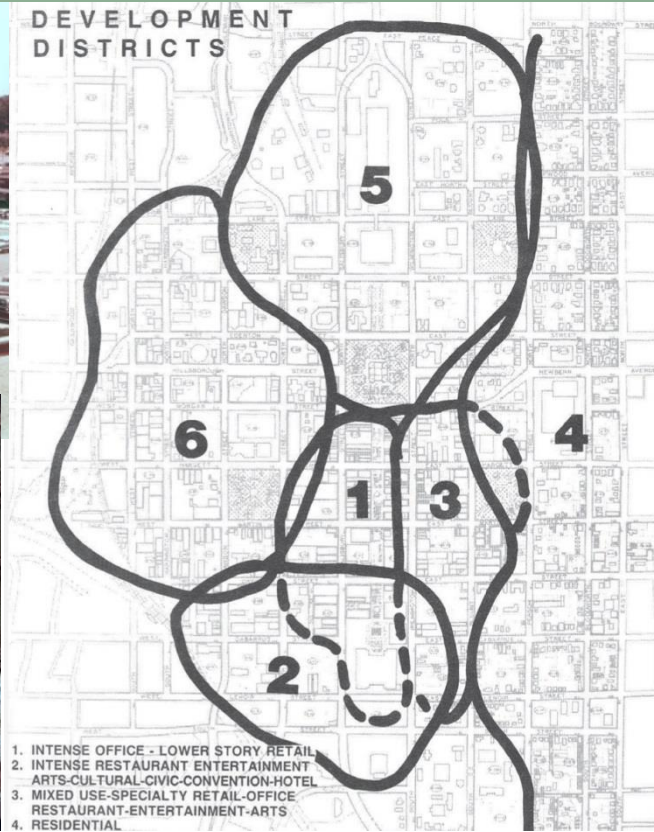


- Cars come to Raleigh
- Buses replace streetcars (1933)



## Suburban Expansion: 1945 - 1995

### Ideas for Revitalizing Downtown



1949 - 1977

Cameron Village 1<sup>st</sup> suburb  
Research Triangle Park  
Downtown competes with  
Fayetteville Mall

1987

Raleigh Downtown Plan  
Districts emerge

1992

200 Year Anniversary Plan  
Focus on preservation



**#2 fastest-growing city**  
(Forbes 2014)

# A RESURGING DOWNTOWN

**1995**



276,093



- Livable Streets Plan (2003)
- Downtown Raleigh Alliance (1996)
- Diverse economic base
  - Tech moving Downtown
  - Downtown living grows
  - Creative economy grows
  - Dining, shopping, and entertainment
  - Government, office, and education remain strong

423,179

**TODAY**



# WHAT'S NEXT?

## TODAY



## WHO ARE WE PLANNING FOR?

- A growing population
- Raleigh's next generation
- A more diverse population of all ages
- Healthy businesses and start-ups
- Who else?

## 2035



600,000

# HELP US CRAFT A VISION STATEMENT FOR DOWNTOWN

**“DOWNTOWN IS THE HISTORIC, FUNCTIONAL, & SYMBOLIC HEART OF RALEIGH.”  
2030 COMPREHENSIVE PLAN**

## **IDEAS FROM “PLANNINGFORRALEIGH.COM”**

“A hub for the region, a model for the country”

“A downtown where people CAN walk and WANT TO walk.”

“A cultural hub feeding off neighborhood connectivity”

“Diversity of age groups, a blending tradition and technology”

***What is your vision for Downtown?***

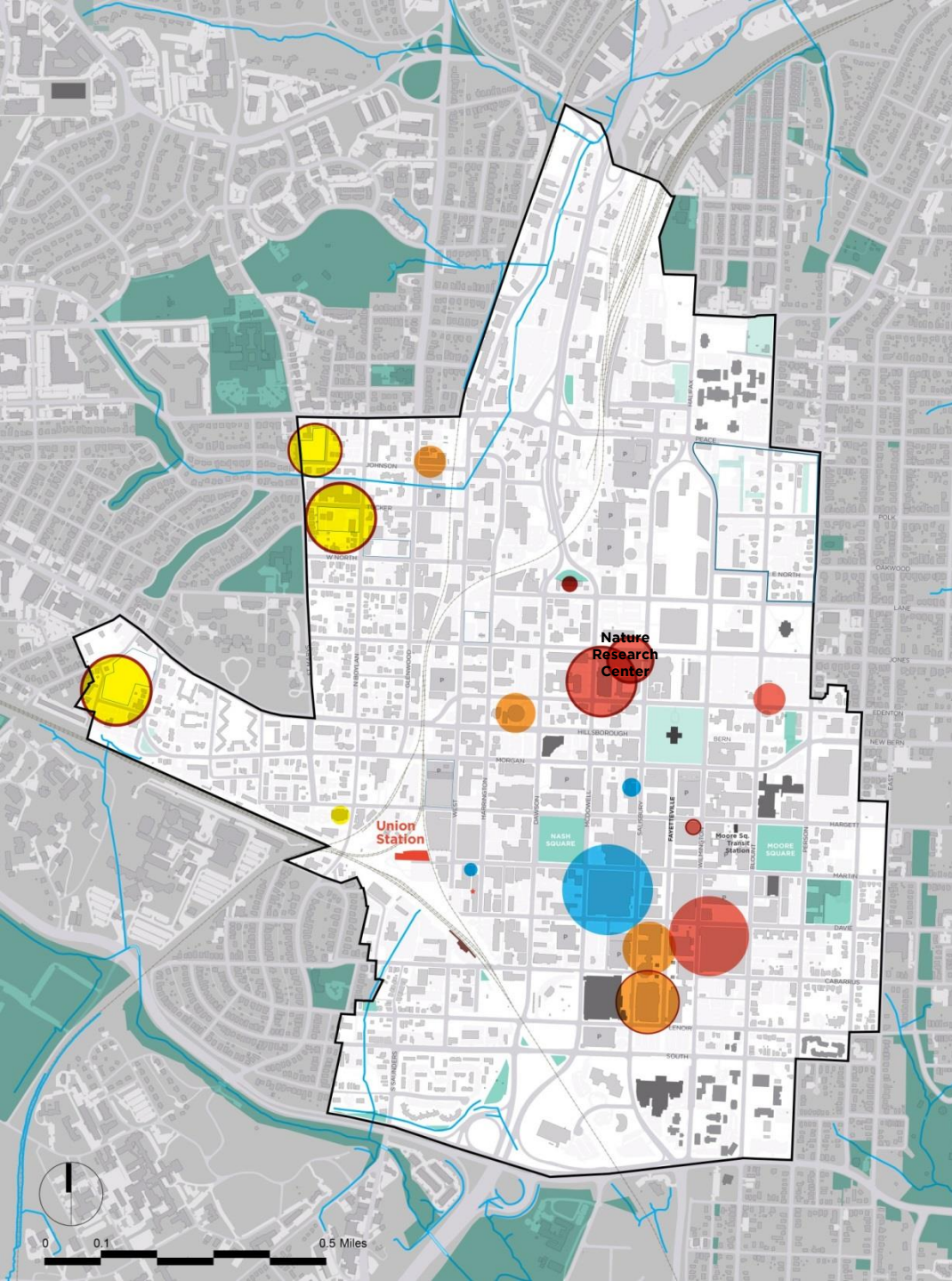
ACTIVITY

**DOWNTOWN'S FUTURE IN  
A FEW WORDS**

**PLACE**  
CONNECTIONS &  
OPPORTUNITIES

# DOWNTOWN DEVELOPMENT COMPLETED

Commercial and institutional uses  
focused around Fayetteville



**color = primary use**

- residential
- office
- commercial retail
- hotel
- public / institutional

**outer band = ground-level activity  
(restaurant, retail, etc.)**

**circle size = relative size of development**

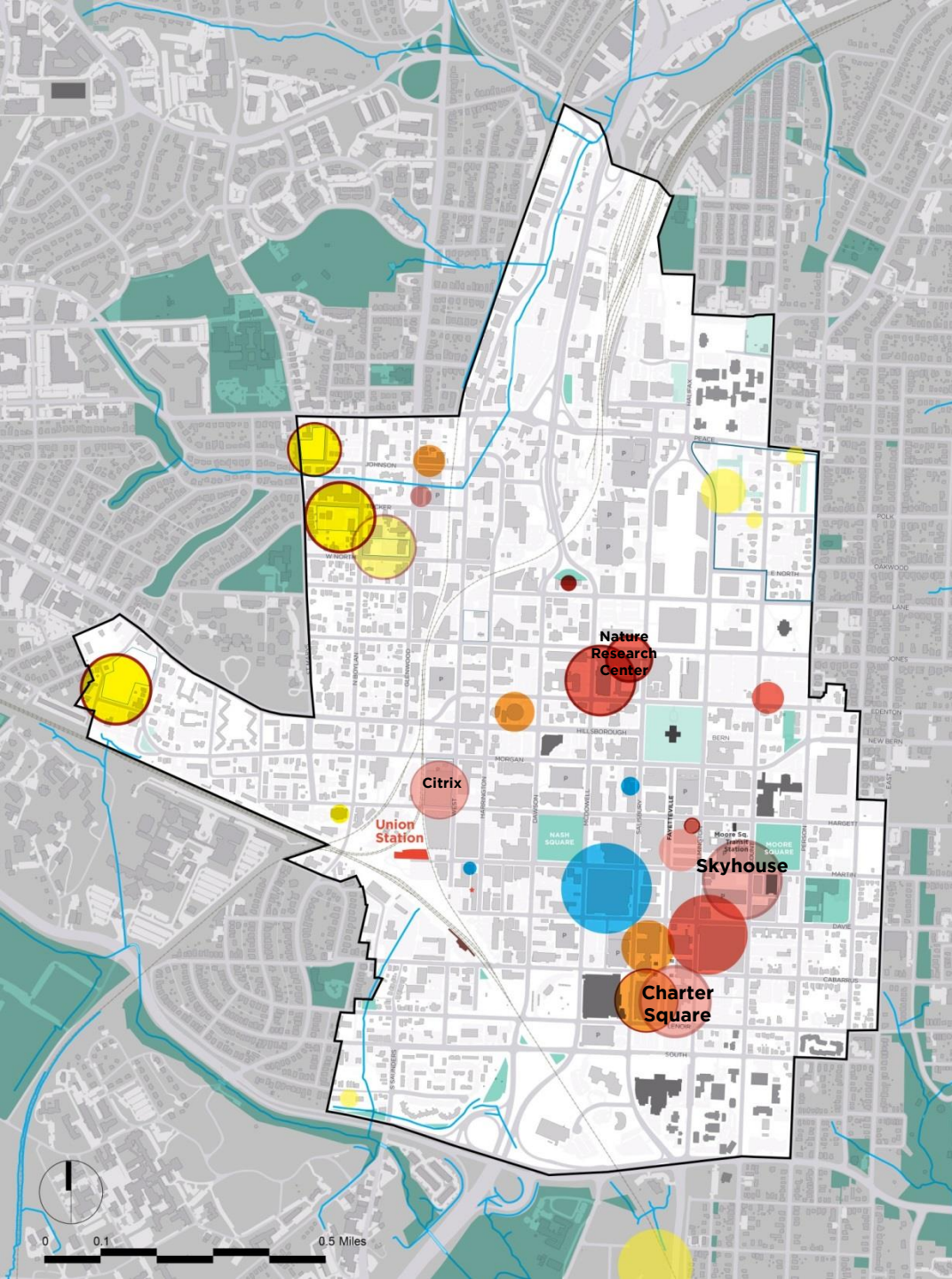
- fewer square feet
- more square feet

**status**

- completed
- under construction
- planned

# DOWNTOWN DEVELOPMENT UNDER CONSTRUCTION

Residential growth in Glenwood  
South and Capitol District



color = primary use

- residential
- office
- commercial retail
- hotel
- public / institutional

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(restaurant, retail, etc.)

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# DOWNTOWN DEVELOPMENT PLANNED

Ongoing expansion with  
increasing ground floor activity &  
greater residential in the core

color = primary use

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- office
- commercial retail
- hotel
- public / institutional

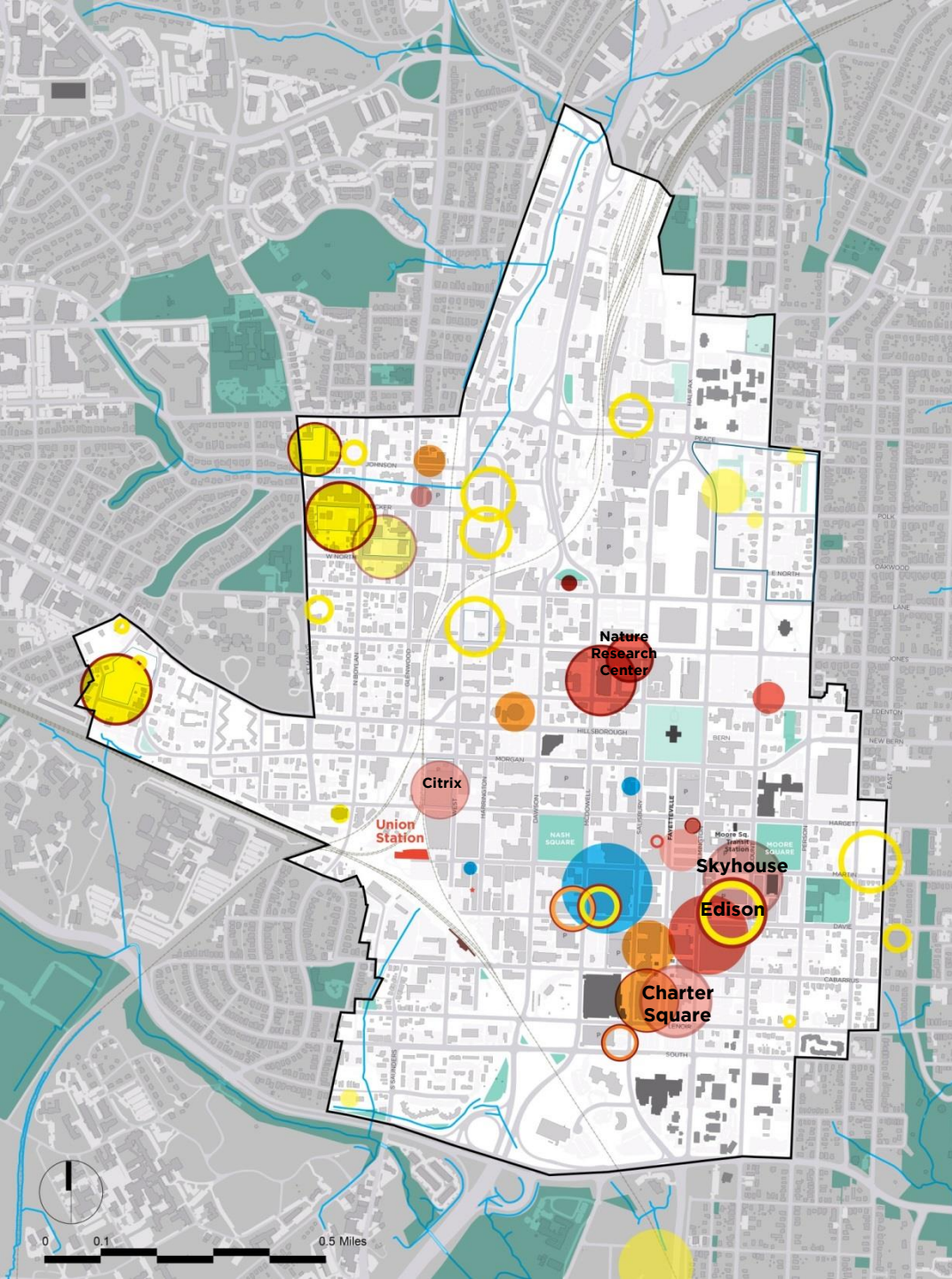
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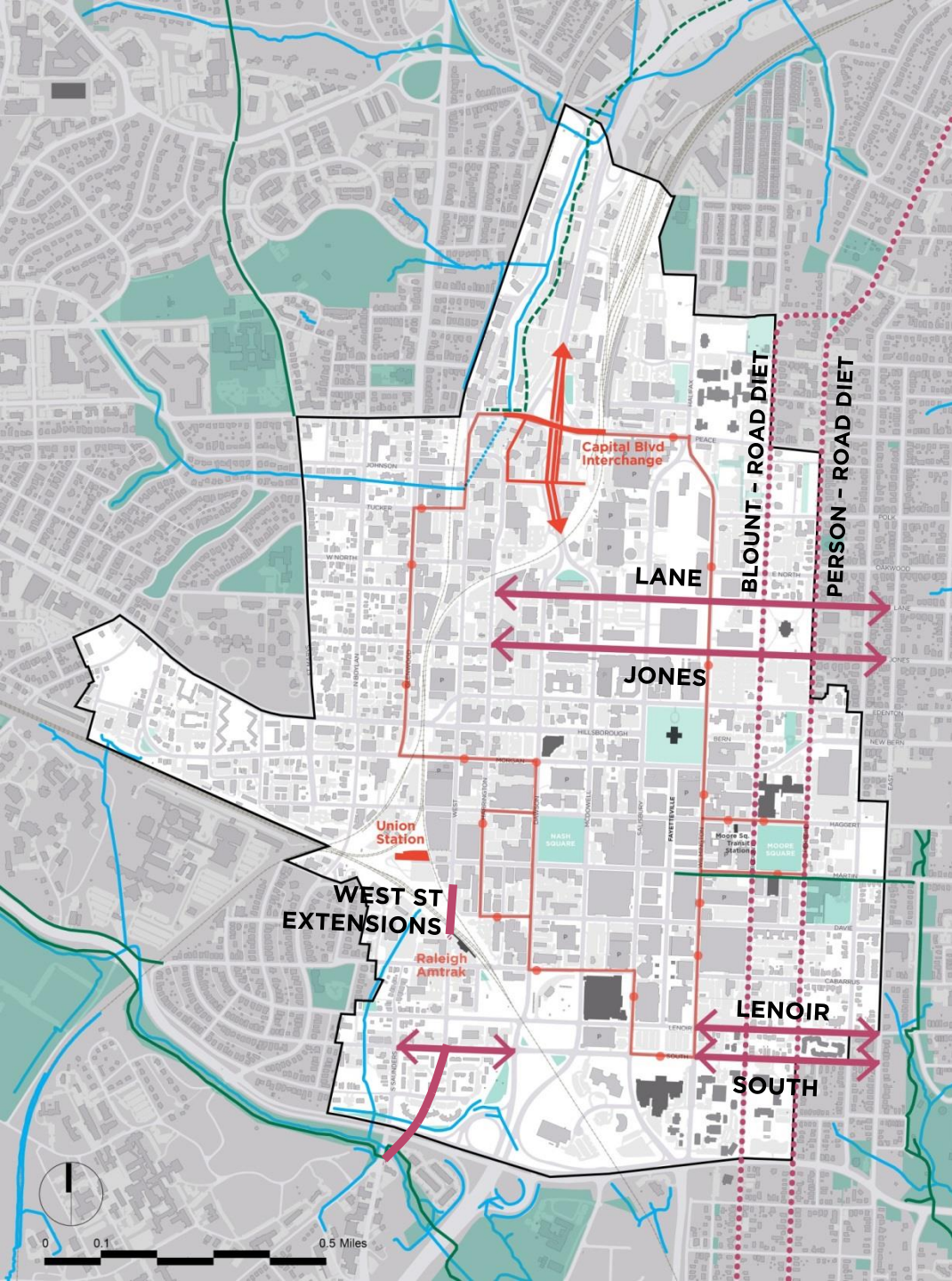




# TRANSPORTATION

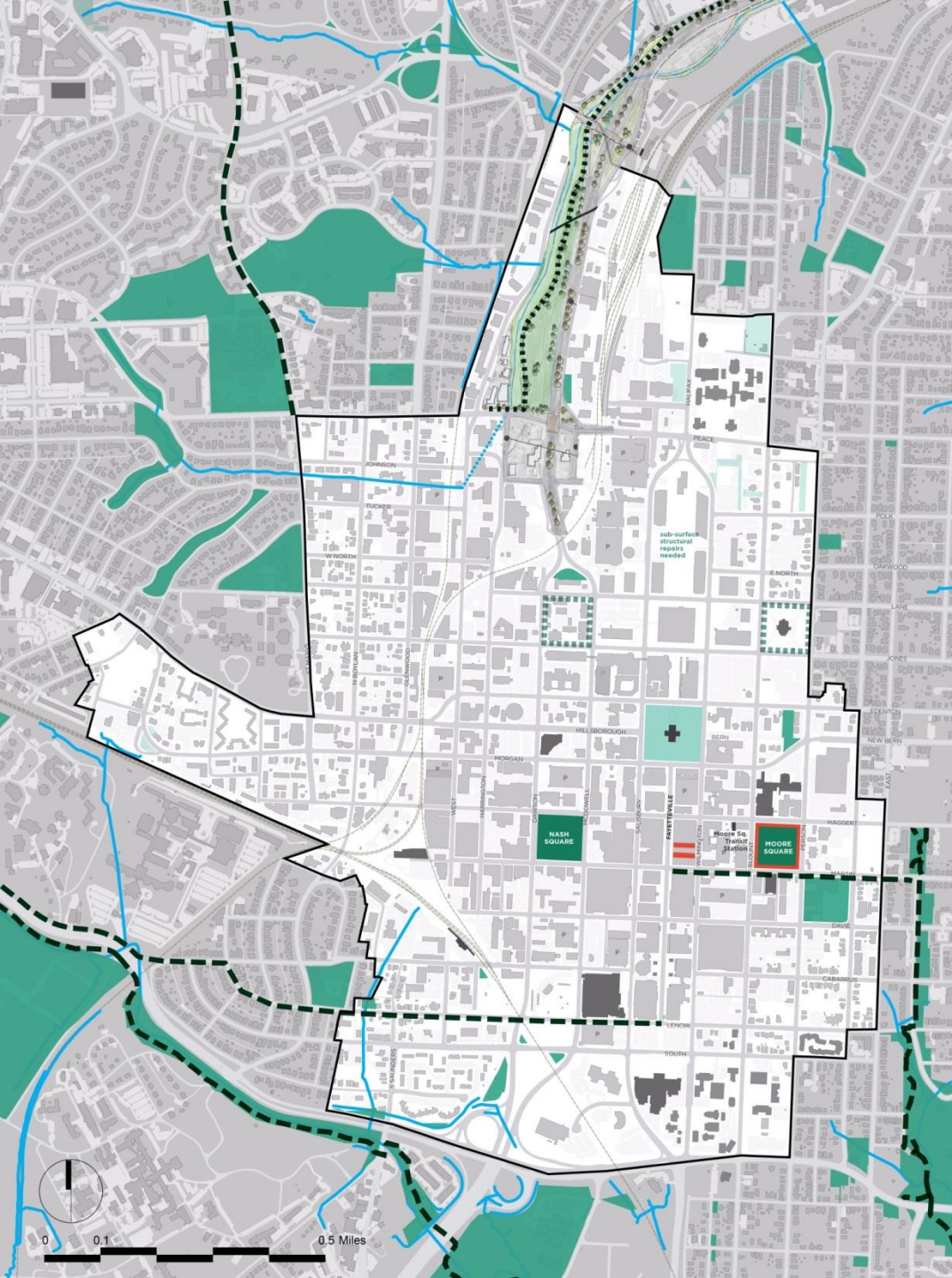
*Do transportation options meet the needs of Downtown users?  
What's missing?*

- Lots underway!
- Two-way street conversions  
Pedestrian friendly streets
- Union Station & future light rail
- R-line improvements
- Bicycle Planning
- Capital Blvd & Peace St Interchange Project



# BLOUNT-PERSON STREET CORRIDOR

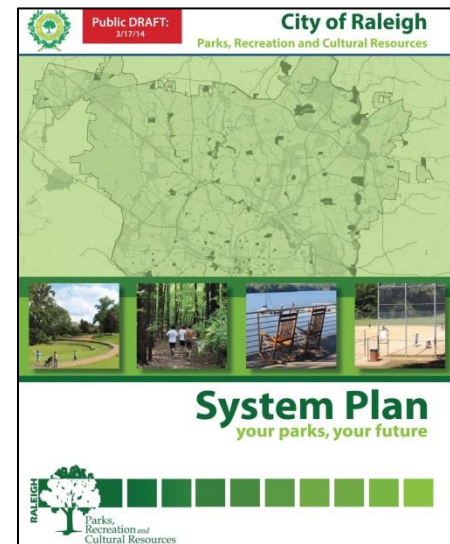




## GREEN SPACE

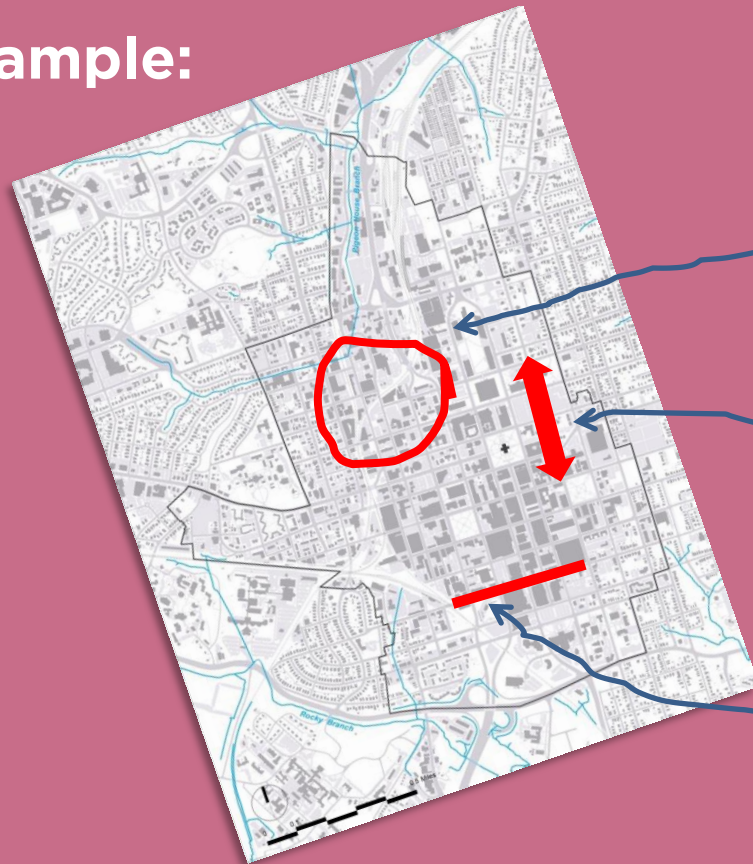
*Is there enough green space downtown? Will there be in the future?*

- Recent Parks, Recreation, and Cultural Resources System Plan
- Small greenway connections
- Moore Square projects



# ACTIVITY MAPPING OPPORTUNITY AREAS

Example:



1. Needs more green space . . .  
Maybe a neighborhood park?

2. Better connectivity

3. More retail and cafes

**EXPERIENCE**  
NEW IDEAS FOR  
DOWNTOWN

**Working**



**Dining, Shopping, & Entertainment**



**Visiting**



**Moving**

**Growing Up & Growing Old**



**Living**



**Innovating**



**Creating**



*Experience It.*  
DOWNTOWN RALEIGH

# KICK-OFF MEETING VOTING

**What is the most important improvement that could occur downtown in the next 5 years?**



## Emerging Top Themes

**Improved public transit**

**Green space**

**Walkability**

**Everyday convenience** . . . especially a grocery store

**Bicycling**

**Arts & culture**

**Retail**

Arena/sports team

Urban design

Water feature

Affordable housing

Greenways

Iconic attraction

ACTIVITY

**TOP 3 IDEAS FOR  
DOWNTOWN**

Based on your vision  
For example . . .

# A More **Inclusive** Downtown?

More affordable  
housing

A grocery store

A daycare center  
... by a bus stop

A skatepark

better service situation  
for the homeless



# A More **Creative** Downtown?

**More events**

**A multi-purpose  
theater venue**

**An  
international  
film and  
theatre festival**



**More  
public  
art!**



# A Greener Downtown?

**Lake, creek, or  
other water body**

**Stormwater  
greenways**

**New recreation  
opportunities**

**A big fountain**

**More efficient CAT bus  
routes to Downtown**

**Implement the  
Moore Square Plan**



# A More **Iconic** Downtown?

**Something like  
the St. Louis Arch**

**A new signature  
open space**

**Convention  
Center expansion**

**High-quality  
architecture**

**Improved  
gateways**



# A More **Social** Downtown?

**Plazas**

**Outdoor cafes  
& streetlife**

**More retail**

**Public library**

**A social  
“commons”**

**Wider sidewalks  
& better lighting**



# A More **Competitive** Downtown?

**Maintain excitement**

**More downtown  
jobs**

**Mass transit!**

**Marketing**

**Sports Arena**



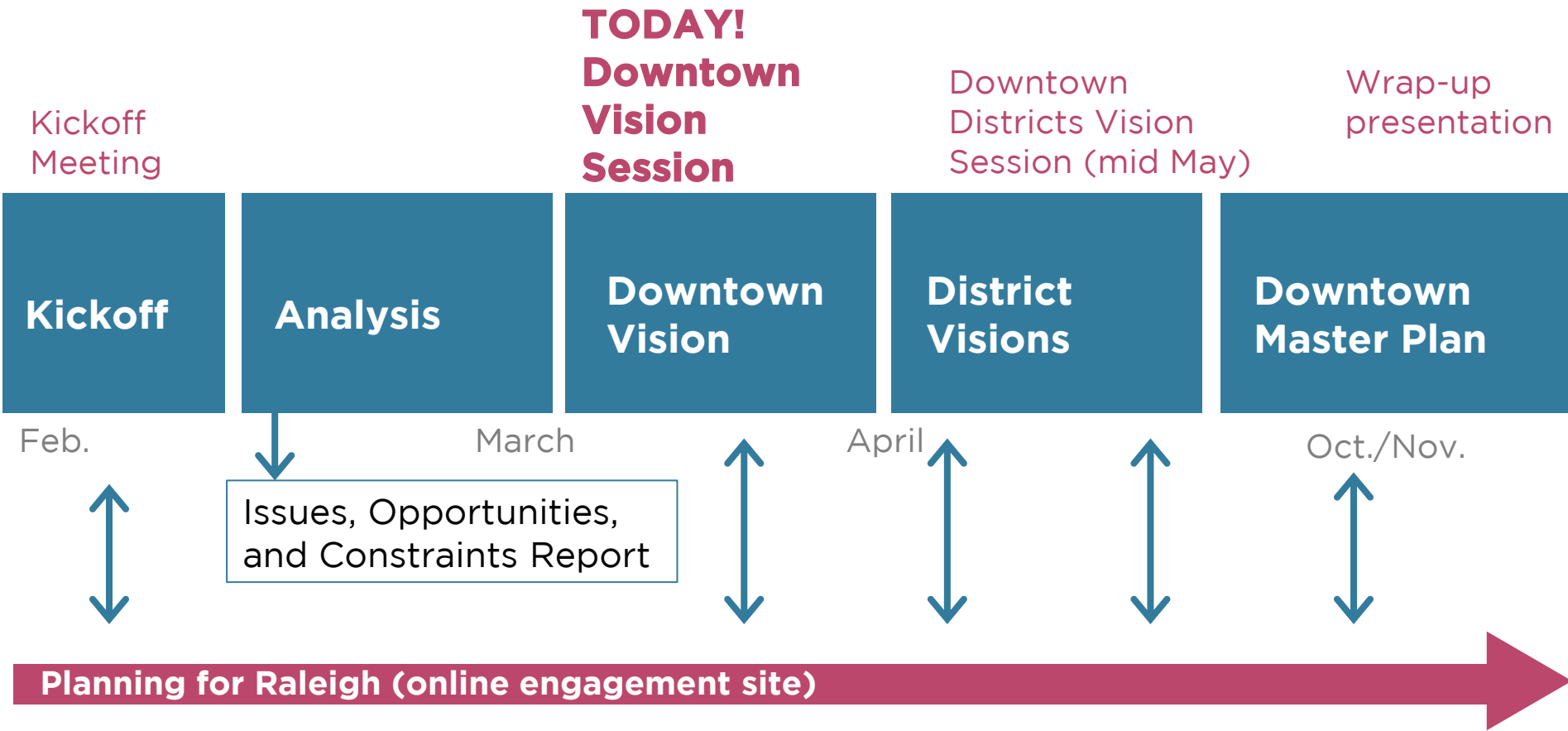
ACTIVITY

**TOP 3 IDEAS FOR  
DOWNTOWN**

# RECAP

- **PIN UP 3 WORDS & TOP 3 IDEAS**
- **QUICK WRAP-UP**
- **REVIEW & “VOTE”**
- **CONTINUE CONVERSATION ONLINE**  
**WWW.PLANNINGFORRALEIGH.COM**

# Downtown Plan Timeline



**THANK YOU**